Framing Assessment Tool

Step #1: FrameCheck the Source

What is this about?

What Frames are used?

What Default Frames are cued? What's the problem?

What's the Solution as put forward?

Step #2: Bring Research to the Rescue

What is the biggest challenges you are up against? AKA what's in the swamp?

What does the research tell you to do to overcome these default habits?

What is the frame you want to kill off?

What is the frame you want to substitute?

Step #3: Get Frame Elements Ready for Deployment

What values are best used to prime your frame?

What is the missing hole in the concreteness that a Simplifying Model is best oriented to fill in?

What model might work to do just that?

What type of messenger has both knowledge and no reason to lie?

How can you use a Causal Sequence to set up the Solutions you want to put forward? Or what caused what? How would X solve Y via Z?

What is your frame platform?

VALUE:

DOMAIN:

MODEL:

CAUSAL SEQUENCE/SOLUTIONS EMBEDDED:

MESSENGER:

NOTES: